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Date	October 5, 2009
To	Paul R. Fisher
From	David Copeland
Re	U.S. Application No. 09/881,353
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Please see the proposed agenda for our October 8th interview.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of	Confirmation No. 8754
Farhad Mohit, et al.	Attorney Docket No.: BIZ/01-0003
Serial No.: 09/881,353	Art Unit: 3629
Filed: June 12, 2001	Examiner: Paul R. Fisher

For: SYSTEMS AND METHODS FOR AUTOMATIC IDENTIFICATION AND HYPERLINKING OF WORDS OR OTHER DATA ITEMS AND FOR INFORMATION RETRIEVAL USING HYPERLINKED WORDS OR DATA ITEMS

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PROPOSED AGENDA FOR DISCUSSION PURPOSES ONLY DURING INTERVIEW OCTOBER 8, 2009 2PM EASTERN TIME (11AM PACIFIC TIME)

Sir:

In response to non-final the Office Action of August 3, 2009, please consider the following:

1. Regarding claim 1, Price Watch does not show "embedding code executable by the client." Price Watch does send data back and forth, but there is no executable code.

2. Regarding claim 20, Price Watch does not show "on a first computer, receiving ... a web page ... corresponding to a web page presented to the user of a second computer system." Price Watch presents query results to a user (second computer system). However, Price Watch does not show "a first computer system" receiving this web page sent to the user.

3. Regarding claim 22, Price Watch does not show "the client computer having executable code for performing ... annotation [or] recognition of key elements on the key list." Price Watch does show a server computing query results. The Office Action alleges this is annotation and recognition. However, the claim requires the *client computer* to have executable code for annotation or recognition.

4. Regarding claim 27, Price Watch does not show "sending instructions to the first computer system for presenting to the user of the first computer system one or more hyperlinks related to a key element on the electronic document." Price Watch discloses sending query results. However, even if this does comprise "receiving an electronic document," there is no disclosure of the additional step of "sending instructions."

5. Regarding claim 33, Price Watch does not show "receiving from the second computer system data ... following selection of an annotation by a user of the second computer system." The Office Action alleges this is shown by the search query results, indicating Office construes the second computer system as the user's computer system. However, the claims also requires "annotations are being made in addition to those native to the original document, as renderably received by the first computer system." The Office Action alleges, this is shown by the presentation of the Price Watch website, construing the user's computer as the first computer system. This claim construction is inconsistent because the first and second computer change meanings from one limitation to another.

6. Regarding claim 45, Price Watch does not show "code executable on the consumer computer system." The Office Action alleges this is shown by sending a list of key elements. Even assuming for the sake of argument that query elements in Price Watch are "key elements," this is merely data provided to the client, not executable code.

7. Regarding claim 48, Price Watch does not show "annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system." The Office Action alleges that Price Watch's search query process shows this. Even assuming for the sake of argument that search query terms are "annotation instructions," these are not annotation instructions *for the client*. The alleged annotation happens entirely on the server.

8. Regarding claim 49, Price Watch does not "computer code ... on ... the computer of a consumer and executable thereon ... recognize[s] predetermined key elements on an electronic document received from a content provider computer system." The Office Action this alleged by a query interface and results presented to a user. However, even assuming for the sake of argument the query interface includes "key elements," the results are generated on the server, not "the computer of a consumer" as required by the claim.

9. Regarding claim 53, Price Watch does not show "identifiers that correspond to addresses for electronic information or data." The Office Action alleges this is shown by identifiers of elements that can be searched in the system. However,

these identifiers do not "correspond to addresses for electronic information or data."

Proposed Amendments to Claims:

1. (previously amended) A method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system, the method comprising:

in an electronic content document retrievable from a content provider computer system storing content documents, embedding code executable by a client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list;

recognizing key elements in the document based on the key elements in the key-element list; and

generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system.

2. (original) The method of claim 1, wherein the code embedded into the content document is embedded by a computer system under the control of the party controlling the content provider computer system.

3. (original) The method of claim 1, wherein the code embedded into the content document is embedded by computer system under the control of the party controlling the central computer system.

4. (original) The method of claim 1 wherein, the code embedded into the content document is embedded by a party controlling a computer system associated with the Internet service provider for the client computer system.

5. (original) The method of claim 1, wherein the annotation for a key element is associated with data ("key element data") that is suitable for forming a query for use by a search engine to locate information related to the key element.

6. (original) The method of claim 5, further comprising using the key element data to query a database of a computer system remote from the client system, the key element data

being sent to the remote computer by the client computer system, following a user's selection of the annotation.

7. (original) The method of claim 6, wherein the search is adapted to find information about products relating to the key element associated with the annotation.

8. (original) The method of claim 7, wherein product-related information responsive to the query is returned to the user selecting the annotation.

9. (original) The method of claim 7, wherein the product-related information is in the nature of at least one of (i) comparative product information and (ii) products listed by production.

10. (original) The method of claim 7, wherein the information is provided in a target document that includes means for a user to electronically retrieve additional information about a listed product.

11. (original) The method of claim 7, wherein the target document is associated with means for making an online purchase of a listed product.

12. (original) The method of claim 1, wherein the key element data associated with the annotation corresponds to the URL for a static document available over the Internet.

13. (original) The method of claim 1, wherein following a user's selection of an annotation key element data is sent to a remote computer system, the remote computer system uses the data to dynamically generate data comprising a data object for sending to the client computer system.

14. (original) The method of claim 13, wherein the data object comprises streaming media.

15. (original) The method of claim 13, wherein the data object comprises computer code executable by the client computer system.

16. (original) The method of claim 1, wherein the recognizing occurs on the central computer system.

17. (original) The method of claim 16, wherein the annotation instructions are generated on the central computer system.

18. (original) The method of claim 1, wherein the annotation instructions direct the creation of a hyperlink in association with a key element.

19. (original) The method of claim 1, wherein the annotation instructions direct the creation of a pop-up window with links to information related to a key element recognized by the recognizer.

20. (previously amended) A method for sending annotation instructions in a system comprising at least two computer systems, the method comprising:

on a first computer system, receiving over a packet-switched network a web page, the web page corresponding to a web page presented to the user of a second computer system;

on the first computer system, recognizing in the web page one or more predetermined key elements based on a key-element list, the key element list comprising one or more words relating to one or more products; and

sending annotation instructions from the first computer system to the second computer system for use in creating annotations on the web page presented on the second computer.

21. (original) The method of claim 20, wherein each key element has a corresponding identifier that corresponds to a URL, and the annotation for a key element includes key element data for forming a search query, the data being transmittable to a computer system with a search engine upon user selection of an annotated key element.

22. (original) A method comprising sending a key list from a remote computer system to a client computer system, the client computer having executable code for performing one or both of annotation and recognition of key elements on the key list, the key list comprising a set of key elements and corresponding identifiers; and the key list being

adapted for the client computer to use in performing on an electronic document presented to a user of the computer system from a content provider computer system one or more of (i) recognizing key elements and (ii) annotating key elements.

23. (original) The method of claim 22, wherein the code includes means for key elements to be associated with a hyperlink to information related to a key element on the electronic document.

24. (original) The method of claim 22, wherein the code includes means for key elements to be associated with a pop-up window displaying at least one link to information related to a key element on the electronic document.

25. (original) The method of claim 22, wherein the electronic document is a web page sent over a packet-switched network.

26. (original) The method of claim 22, wherein the client computer system has code for performing both annotation and recognition of a web page received from a content provider.

27. (previously amended) A method in a system comprising at least a content provider computer system and a consumer computer system, the method comprising:

on a first computer system, receiving an electronic document with at least one predetermined key element;

from a second computer system, knowing the identity of the electronic document received on the first computer system, sending instructions to the first computer system for presenting to the user of the first computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the second computer system did not provide the electronic document received on the first computer system.

28. (original) The method of claim 27, wherein the instructions to the first computer system are usable by that system to annotate the electronic document with data corresponding to an identifier for to a key element.

29. (previously amended) The method of claim 27, wherein the electronic document includes code executable by the second computer system to generate annotation instructions that are sent to the first computer system for use in generating the hyperlink.

30. (original) The method of claim 29, wherein the electronic document is a web page, and prior to being received by the first computer system, a code executable by the first computer system is embedded in the web page, the code being capable of invoking the second computer to generate annotation instructions for the first computer system.

31. (original) The method of claim 30, wherein the code is executable by the second computer to retrieve a web page corresponding to the one received on the first computer system, the second computer recognizing predetermined key elements on the web page and sending annotation instructions to the first computer system for annotation of the web page on the first computer system.

32. (original) The method of claim 29, wherein the code is embedded in the electronic document by a computer system of an Internet service provider that serves as a conduit for the electronic page received by the first computer system.

33. (previously amended) A method in a system comprising at least two computer systems, the method comprising:

from a first computer system, providing a second computer system a set of predetermined key elements and corresponding identifiers for use in creating annotations for key elements on an electronic document, the annotations are being made in addition to those native to the original document, as renderably received by the first computer system;

receiving from the second computer system data associated with an annotation for a key element ("key element data") following selection of an annotation by a user of the second computer system, wherein the annotation was created by the second computer system using the key

elements and corresponding identifiers provided by the first computer system;

retrieving or generating data or information responsive to the key element data received from the second computer system;

sending the information to a computer system or output device associated with the user selecting the annotation; and

wherein the first computer includes recognition and annotation modules and the key element data is based on selection of an annotation and is sent following the operation of recognition/annotation modules to identify and annotate key elements in the document that were not previously annotated by a content provider providing the document.

34. (original) The method of claim 33, wherein the key element data is suitable for forming a query for use by a search engine to locate information related to the key element, the key element data being transferred over a packet-switched network to another computer system.

35. (original) The method of claim 34, wherein the information relates to products relating to the key element.

36. (original) The method of claim 35, further comprising using the key element data to formulate a query in a database coupled to the other computer system and sending product-related information generated from the query to the user selecting the annotation.

37. (original) The method of claim 36, wherein the product-related information includes products listed by product category.

38. (original) The method of claim 36, wherein the product-related information includes comparative product information.

39. (original) The method of claim 36, wherein the information is provided in a target document that includes means for a user to electronically retrieve additional information about a listed product.

40. (original) The method of claim 39, wherein the target document is associated with means for making an online purchase of a listed product.

41. (original) The method of claim 33, wherein the key element data comprises the URL for a static document available over the Internet.

42. (original) The method of claim 33, wherein the key element data is used to dynamically generate data comprising a data object for sending to the second computer system.

43. (original) The method of claim 42, wherein the data object comprises streaming media.

44. (original) The method of claim 42, wherein the data object comprises computer code executable by the second computer system.

45. (previously amended) A method for use on a system of networked computers, the method comprising:

from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) recognizing predetermined key elements on an electronic document and (ii) annotating the key elements by associating recognized key elements with a URL for a second computer system computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers.

46. (original) The method of claim 45 wherein the code is executable to recognize and annotate key elements on a web page received from a content provider computer system.

47. (original) The method of claim 46, wherein one or more key elements comprise one or more words.

48. (previously amended) A computer code stored in memory on a central computer system and executable thereon, the code being invokable on the central computer system by a

client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system from a content provider computer system, the key elements being contained in a key element list, wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.

49. (previously amended) A computer code stored in memory on a first computer system comprising the computer of a consumer and executable thereon, the code being adapted to (i) recognize predetermined key elements on an electronic document received from a content provider computer system, the predetermined key elements being contained in a set of key elements, and (ii) create an annotation for a key element by associating recognized key elements with an identifier corresponding to the address of a second computer system, the identifier being determined from the set of key elements and corresponding identifiers stored on the first computer system, and wherein, the annotation is being made in addition to those native to the original document, as renderably received by the first computer system and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.

50. (original) The computer code of claim 49, wherein the code is adapted to recognize and annotate an electronic document comprising a web page received by the first computer system from a content provider over a packet switched network and the code uses a key list comprising the set of key elements and identifiers, the identifiers corresponding to one or more URLs.

51. (original) The computer code of claim 50, wherein the code is adapted to recognize and annotate the web page using a key list with at least one key element comprising one or more words.

52. (previously amended) The method of claim 51, wherein the code is adapted to retrieve a key list from a remote computer system.

53. (previously amended) A computer system comprising:

a first computer system in networked communication with a plurality of other computer systems, at least one of which is a content provider computer system;

means in the first computer for receiving an electronic page with content from a content provider computer system storing content pages;

a key list stored on the system comprising a set of key elements and corresponding identifiers that correspond to addresses for electronic information or data that are relevant to a key element;

a recognizer module stored on the system for parsing a page received from the content provider computer system and identifying on the electronic page one or more listed key elements matching to predetermined key elements in the stored key list;

an annotation module stored on the system for associating identified key elements with an annotation from the key list so that a user presented the electronic page can retrieve information related to the key element by selecting the annotation; and

wherein the annotation module recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document and the annotation comprises a hyperlink and an item selected from the group consisting of a script, executable code, an additional hyperlink, and formatting.

54. (previously amended) A web document stored in memory on a server, the web document containing code executable by a client computer system enabling the client computer to invoke a remote computer system to generate annotation instructions that are returned to the client computer system, each annotation instruction corresponding to a key element contained in a key element list, the annotation instructions being used by the client computer system to create an annotation for a predetermined key element on the web document, and wherein the annotations are being made in addition to those

native to the original document, as renderably received by the first computer system; and wherein the client computer system recognizes and annotates key elements in the document that were not previously recognized and/or annotated by the content provider providing the document.

55. (original) The web document of claim 54, wherein the key element comprises one or more words.

56. (original) The web document of claim 54, wherein the server is a content server.

57. (original) The web document of claim 54, wherein the server is controlled by a party other than the party that is the source of the web document.

58. (original) The web document of claim 54, wherein the server is controlled by the party controlling the Internet service provider that serves as a conduit for delivery of the web document to the client computer system.

59. (original) The web document of claim 54, wherein the executable code comprises instructions directing the client computer system to access a URL for the remote computer system.

60. (withdrawn) The method according to claim 1, wherein the central computer system recognizes key elements on a document corresponding to the content document.

61. (withdrawn) A method of annotating an electronic document, comprising:

on a computer system comprising a central computer system configured for annotation and recognition of web documents, accessing a stored web document comprising predefined content elements and associating predefined data with one or more of the predefined content elements to create one or more annotations in the web document, and making the annotated web document accessible over the Internet to a plurality of Internet-user computer systems, the predefined data enabling the users of the computer systems to link to information contextually relevant to one

or more key elements on the stored web document, the contextually relevant information not being accessible through the stored web document prior to it becoming an annotated web document, wherein the stored web document is from a content provider computer system remote from the computer system performing the steps of annotation and recognition.

62. (withdrawn) The method of claim 61 wherein the central computer system is further configured to receive a request from a user for information contextually relevant to a key element based on a user's selection of an annotation and to process the request and return responsive information to the user.

63. (withdrawn) A method of annotating an electronic document, comprising:

on a computer system configured for annotation of web documents, accessing a stored web document comprising predefined content elements and associating predefined data with one or more of the predefined content elements to create one or more annotations in the web document, the predefined data enabling the user of a computer system rendering the web document to link to information contextually relevant to one or more key elements on the stored web document, the contextually relevant information being provided by a computer system remote from the computer system rendering the web document, the contextually relevant information not being accessible through the stored web document prior to it becoming an annotated web document, wherein the stored web document is from a content provider computer system remote from the computer system configured for the annotation.

64. (previously presented) A method for generating annotation instructions in a system comprising a content provider computer system, a central computer system, and a client computer system, the method comprising:

in an electronic content document retrievable from a content provider computer system storing content documents, embedding code executable by a client computer to invoke the central computer system to recognize key elements based on key elements contained in a key-element list;

recognizing key elements in the document based on the key elements in the key-element list;

generating annotation instructions for the client computer system to create one or more annotations for one or more key elements in the content document and sending the instructions to the client computer system; and

wherein the central computer system recognizes key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system.

65. (previously presented) A method in a system comprising at least a content provider computer system, a central computer system, and a consumer computer system, the method comprising:

on the consumer computer system, receiving an electronic document from the content provider computer system with at least one predetermined key element;

from a central computer system, knowing the identity of the electronic document received on the consumer computer system, sending instructions to the consumer computer system for presenting to the user of the consumer computer system one or more hyperlinks related to a key element on the electronic document so the user may retrieve data or information related to the key element, the key element being contained in a key-element list, wherein the central computer system did not provide the electronic document received on the consumer computer system.

66. (previously presented) A method for use on a system of networked computers, the method comprising:

from a first central computer system, transmitting to a consumer computer system a consumer code executable on the consumer computer system for (i) recognizing predetermined key elements on an electronic document and (ii) annotating the key elements by associating recognized key elements with a URL for a second computer system computer system, the address being determinable from a key list comprising a set of key elements and corresponding identifiers; and

and wherein the key list is stored on and used by the consumer computer system to recognize key elements in the electronic document that were not previously recognized and/or annotated by the content provider providing the document to the consumer computer system.

67. (previously presented) A computer code stored in memory on a central computer system and executable thereon, the code being invokable on the central computer system by a client computer system to generate annotation instructions for the client computer system to associate annotations with key elements on an electronic page received by the client computer system from a content provider computer system, the key elements being contained in a key element list, wherein the annotations are being made in addition to those native to the original document, as renderably received by the first computer system, and wherein the computer code operates to recognize and annotate key elements in the document that were not previously recognized and/or annotated by the content provider providing the document to the client computer system.